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EASTERN ILLINOIS UNIVERSITY
Charleston, Illinois

news

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FILE COPY

FOR IMMEDIATE RELEASE:

EIU ANNOUNCES \$20 MILLION SECOND CENTURY CAMPAIGN

CHARLESTON, IL.--Eastern Illinois University announced today (Sept. 14) that it is launching the Second Century Campaign--the second phase of its capital fund-raising plan to raise \$20 million during the next five years.

Eastern President Stan Rives noted that \$11,552,444 has been raised to date.

The \$7 million raised from the recently completed Tenth Decade Campaign is included in the Second Century Campaign's \$20 million goal, which was determined following a university-wide needs assessment.

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Upon the announcement of the Second Century Campaign, Rives said, "The inauguration of the Second Century Campaign is significant because it is the means by which Eastern will be able to grow as a 'public ivy' institution in the 90's and beyond.

"The Second Century Campaign will expand on the University's heritage in order to provide the best undergraduate public university education in the State of Illinois."

Because Eastern can no longer accomplish its goals through sole reliance on state assistance, Rives added, private funds raised through the Second Century Campaign will provide the "margin of excellence" which allows Eastern to prepare students for the second century.

A continuation of the highly successful Tenth Decade Campaign, the Second Century Campaign is being led by a 13-member steering committee.

Members include James Giffin, Margaret Hollowell, J.W. Oglesby, and Eli Sidwell, all of Charleston; Richard A. Lumpkin and Daniel Marvin, both of Mattoon; David Musgrave, Robinson; Jim Edgar, Springfield; James Hanks, West Lafayette, IN; Rex Cooley, Pittsburgh, PA; Alan Dixon, Washington, DC; Burl Ives, Anacortes, WA; and Roger Roberson, Phoenix, AZ.

A study of needs targeted five priority areas considered to be crucial to Eastern's ability to adequately serve the institution's academic community into the 21st century.

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SECOND CENTURY

A breakdown of needs includes \$7 million for excellence in the undergraduate experience; \$4 million each for endowed student scholarships and Honors Program support, endowed faculty chairs and professorships, and library development and campus enhancement; and \$1 million for community service.

A substantial portion of these funds will be designated as permanent endowment funds to help ensure the University's financial future.

Vice President for Development Stephen Falk said, "The success of the Tenth Decade Campaign, coupled with our lead gifts for this phase, reinforces our belief that others in the private sector will join us in strengthening Eastern Illinois University in the Second Century Campaign, which appropriately coincides with the University's Centennial Celebration."

Highlights of the Tenth Decade Campaign included the establishment of the the Lumpkin Distinguished Professor of Business and Holley Distinguished Professor of Social Responsibility, the first two endowed chairs in the Board of Governors system, and "The Make Room for Art" campaign, which raised funds to build the Burl Ives Art Studio Hall.